

October 14, 2011

***Via Electronic Filing***

Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 Twelfth Street, S.W.  
Washington, DC 20554

**Re: Written *Ex Parte* Presentation, CG Docket No. 10-207**

Dear Ms. Dortch:

The wireless industry has historically offered a wide variety of tools that enable wireless consumers to understand and track their use of existing wireless services. As part of wireless providers' strong record of responding to consumer needs, CTIA – The Wireless Association® (“CTIA”) takes this opportunity to inform the Federal Communications Commission (“FCC” or “Commission”) that its Board has adopted, as part of its “Consumer Code for Wireless Service,” a new usage alerting initiative for subscribers with limited voice, data, and messaging plans, and that use their devices internationally.

Under this initiative, participating wireless providers will generate free notifications to help wireless subscribers manage their usage to avoid billing surprises, while allowing providers to competitively differentiate their offerings and business practices. The notifications will cover data, voice, text messaging and international roaming. Specifically, notifications will be provided to consumers with limited allowances as they approach and exceed their allowance limits for voice, text messaging, and data use, and to consumers without an international roaming plan who use their devices abroad.

Pursuant to Section 1.1206 of the Commission's rules, a copy of this letter is being filed via ECFS with your office. Please do not hesitate to contact the undersigned with any questions.

Sincerely,

/s/ *Christopher Guttman- McCabe*

Christopher Guttman-McCabe